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Governor Unveils Premium Indiana Forest Products Logo to Asia

TOKYO – Today, Governor Mitch Daniels unveiled the “Premium Indiana Forest Products” logo to the Asian market in a news conference at the Gallery Mori no Kotoba, a furniture market in Tokyo. The logo identifies products made from Indiana hardwoods and is a global marketing campaign to promote the use of Hoosier forestry products.

“Indiana’s hardwoods and forest products are of the best quality you will find anywhere in the world,” said Daniels. “And today, we are letting the Asian market know how they can identify our high-quality Indiana hardwoods products, leading to more export opportunities for Hoosier businesses.”

The Indiana State Department of Agriculture identified hardwoods as a key agricultural economic development strategy. The Department’s goal is to increase Indiana’s competitiveness in the hardwood sector through technology advancements and consumer awareness of our quality advantage. This includes marketing Hoosier forestry products to the overseas market.

Indiana has high-quality productive tree stands with 4.3 million acres of premium hardwood forests. The state also boasts superior finished products from secondary and finished wood-product manufacturers. Indiana ranks first in the nation in the manufacture of wood office furniture, which is among the highest quality in the world. Forest-based businesses are the fourth largest manufacturing sector by employment in Indiana – employing 47,000 Hoosiers.

“Premium Indiana Forest Products” is a global branding and marketing campaign of the Indiana Hardwood Lumberman’s Association (IHLA). The logo includes the word ‘premium’ because it sets the quality and craftsmanship of Indiana’s products above the competition. The words ‘forest products’ in the brand identifies the state’s wealth of hardwoods and includes superior furniture, cabinets, flooring and other fine products.

“This brand is straightforward, strong, honest and innovative, just like the Hoosiers who work in our hardwoods industry,” said Agriculture Director Andy Miller. “You simply will not find better materials, better craftsmanship or better people to work with than the ones who represent the Indiana forest products industry.”

Governor Daniels and state economic development officials are leading their second mission to Japan and visiting South Korea from June 17 to 28. The Governor is joined on his mission to Asia by more than 50 state, civic, business and agricultural leaders. Agriculture is represented by Director Miller, ISDA staff and hardwoods industry, which was targeted because of the considerable opportunities for sales in the Japanese market.

Governor Daniels was joined by several representatives of the state's hardwoods industry for the Premium Indiana Forest Products announcement in Tokyo, including Dave Bramlage, international sales manager for Cole Hardwood, past president for IHLA and a delegate on the Asian Mission; Jeff Wooley, Wooley Lumber and IHLA President; Joyce Miller, Frank Miller Lumber Company; John Brown, Pike Lumber Company; and Ray Moistner, IHLA Executive Director.

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